

HEART OF THE CITY™ AUCKLAND

YEAR IN REVIEW
OCT 2015 - SEPT 2016





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TABLE OF CONTENTS

1. A MESSAGE FROM OUR CHAIR
2. EXECUTIVE SUMMARY
3. HEART OF THE CITY TEAM
4. EXECUTIVE COMMITTEE
5. AT THE HEART OF IT: OUR MEMBERS
6. OUR PRECINCTS
7. FOUNDATIONS SET FOR GROWTH
10. RAISING THE VOICE OF BUSINESS
16. PROMOTING THE HEART OF THE CITY
28. CITY CENTRE'S VITAL SIGNS
31. A TOOL FOR BUSINESS
32. CITYWATCH



A MESSAGE FROM OUR CHAIR

Auckland's central city has embarked on a major period of change which will transform the environment for business and the growing number of people living, visiting and working in the city.

Amidst these changes, Heart of the City is playing an active role with an ambitious plan for the future. Our Chief Executive has worked with our team to raise the voice of business amongst agencies delivering major projects and ensure our members are top of mind in our work to retain vibrant perceptions and motivations to visit the city.

There have been a number of external changes this year which impact our operating and legislative landscape. Our team has manoeuvred through these changes professionally, including the implementation of new health and safety legislation.

Standing down from my role, I'm very pleased that the Executive Committee is in great shape, with broad sector experience and passion for Heart of the City. I'd like to thank both the team and my fellow board members for their contribution and wish them well with the interesting challenges ahead. Contributing to the city is rewarding and the potential for Heart of the City to play a valuable role through a time of transformation is exciting.



TERRY GOULD
CHAIR
OWNER, PHILLIMORE PROPERTIES



EXECUTIVE SUMMARY

This is both an inspiring and challenging time for Heart of the City. On the one hand, investment in the city centre is a sign of confidence which will lead to a much improved city in five years' time. On the other hand, construction creates challenges for business, particularly those in close proximity.

This year we have built on our successful destination marketing and events programme, linking it more strongly with our business members so they have new opportunities to be involved. Fashion in the City and Restaurant Month were key highlights and our winter Lovebites campaign has further showcased the city centre's urban appeal.

We have also advocated for business on a range of issues that concern them, including the upgrade of Freyberg Place; the impact of construction associated with the City Rail Link; begging, homelessness and safety in the city centre.

The city centre contributes significantly to Auckland's economic output and our goal is to ensure the cumulative impact of change is positive overall as it reshapes. We will continue to support business and promote the city as vibrant and exciting, working with others to build momentum and excitement as the city transforms.



VIV BECK
CHIEF EXECUTIVE

HEART OF THE CITY TEAM

VIV BECK

CHIEF EXECUTIVE

RAEWYN BRAJKOVICH

EXECUTIVE ASSISTANT
TO CEO/OFFICE MANAGER

KATE CLEAVER

MARKETING MANAGER

EMMA JONES

BRAND MANAGER

BILLIE DREW

DIGITAL SPECIALIST

RIAH VATHER

MARKETING EXECUTIVE

JANE STEWART

EVENTS AND SPONSORSHIP MANAGER

ERIN TAYLOR / SONYA GANDRAS

EVENTS AND SPONSORSHIP EXECUTIVE

TANIA LOVERIDGE / FIONA JOHNSTON

ADVOCACY AND ENGAGEMENT MANAGER

LOUELLA REID

COMMUNICATIONS EXECUTIVE





TERRY GOULD
CHAIR
OWNER, PHILLIMORE PROPERTIES



JASON COPUS
DEPUTY CHAIR AND TREASURER
CHIEF FINANCIAL OFFICER,
SMITH & CAUGHEY'S

EXECUTIVE COMMITTEE



MARTIN SNEDDEN
INDEPENDENT APPOINTMENT
CHAIR (SEPT 2016)
CEO, DUCO EVENTS



SHALE CHAMBERS
CHAIR, WAITEMATA LOCAL
BOARD



CHRIS CHERRY
OWNER, WORKSHOP DENIM
AND HELEN CHERRY



REGAN HALL
DIRECTOR, BTL



SARAH HULL
MARKETING DIRECTOR,
COOPER AND COMPANY




SHANE MCMAHON
CHIEF OPERATING OFFICER,
NZ BUS



PADDY STAFFORD-BUSH
PROPERTY OWNER,
DILWORTH BUILDING



ANDREW STRINGER
NATIONAL DIRECTOR, CBRE



**HEART OF THE CITY IS THE BUSINESS
ASSOCIATION FOR AUCKLAND'S CITY CENTRE,
AN AREA OF VITAL ECONOMIC IMPORTANCE
TO THE REGION AND ONE THAT IS
DEVELOPING AT AN UNPRECEDENTED RATE.**

AT THE HEART OF IT: OUR MEMBERS

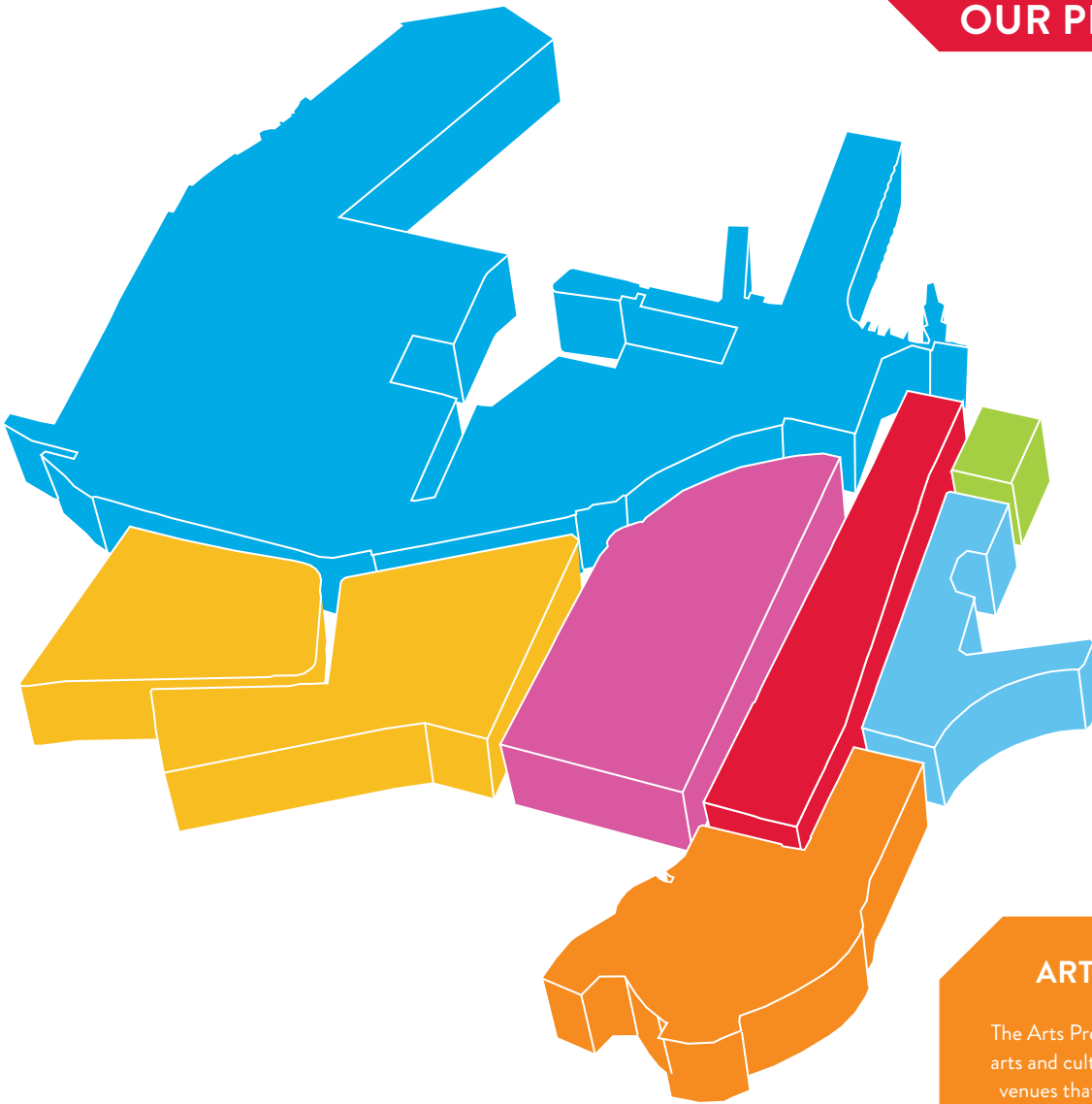
Our members are property owners, business owners, occupants and tenants of commercially rated property that sit within our defined boundary.

As we look forward to a transformed and revitalised city, it is crucial that we remain attuned to the needs of existing businesses in this time of flux. To this end, we continue laying the foundations to enhance engagement with our members and ensure that we are effectively capturing and sharing their voices.

We conducted a membership survey to gain greater clarity on how members wish to be engaged and to affirm our priorities. We completed a major update of our membership database to ensure that our communications are reaching them. We sought the views of businesses on the City Rail Link construction and the impacts of simultaneous developments, especially around Victoria Street. We also created opportunities for members to learn about transport developments planned for the city and participate in two Mayoral Debates that we co-hosted with the EMA. The aim was to ensure business needs were clearly on the agenda from the start of the campaign.

As the city evolves, so does our approach in reaching out to business. We will continue to develop new ways to engage and involve our members with our work for the city centre.

OUR PRECINCTS



ARTS PRECINCT

The Arts Precinct is home to the city's arts and culture scene with world-class venues that attract international and local acts, exhibitions, productions, and diverse community events.

BRITOMART

Britomart is a prime example of contemporary design and placemaking echoing throughout the historic elements of the precinct from its bustling transport hub, sharp fashion edge, and glamorous dining and nightlife offering.

FEDERAL & ELLIOTT STREET PRECINCT

This vibrant destination offers ever-changing entertainment, an enticing selection of award-winning restaurants, a world-class casino and a dazzling array of cultural and visual delights.

HIGH STREET DISTRICT

Auckland's original fashion enclave is a gateway to a myriad of laneways that lead to some of the city's best local fashion names, beautiful heritage buildings, and small cafes and bistros that draw large followings.

QUEEN STREET

The golden mile of the city centre combines commerce with high-end international luxury, the iconic Smith & Caughey's department store and much-loved main street chain stores for a diverse shopping experience.

VICTORIA PARK

This heritage precinct features the iconic Victoria Park Market, home to dining and hospitality hotspots, with views across the beautiful green space of Victoria Park.

WATERFRONT

From Wynyard Quarter and Silo Park, to the Viaduct Harbour and Princes Wharf, this area offers stunning views and a mix of experiences from harbourside dining to jetboating, wandering with the family, to open air cinema and Auckland's Fish Markets.



**OUR BRAND COMES IN A SPECTRUM
OF COLOURS TO REFLECT THE
BREADTH OF EXPERIENCES AND
AMBIENCE OF THE VARIOUS
ENVIRONMENTS IN THE CITY CENTRE.**

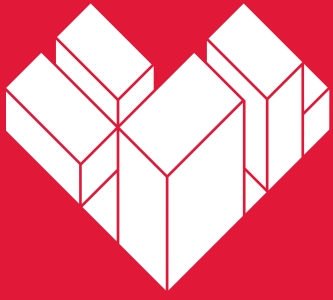
FOUNDATIONS SET FOR GROWTH

Since Heart of the City was formed, our role as the city centre's business association has had a two-fold nature. On the one hand, we advocate on behalf of businesses on key issues that impact the economic success of the city. On the other, we drive visitation and spending by promoting the city as the vibrant, diverse and exciting destination it is.

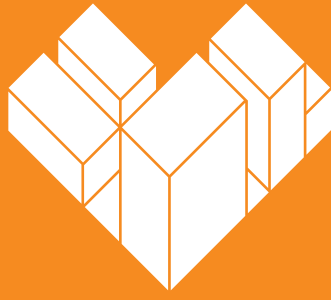
Recognised internally as the 'member-facing' and 'consumer-facing' functions, and well aware of their inextricable link, we have started to bring these strands closer together this year to create better leverage opportunities for members and the city centre.

To reflect this holistic approach, we launched a new brand identity to replace the two legacy logos that had been used separately. Our revitalised brand unifies our two components with a single look and feel and provides a future facing identity. It encapsulates the evolution of Heart of the City and positions us to support the changing city in a co-ordinated and inspiring way.

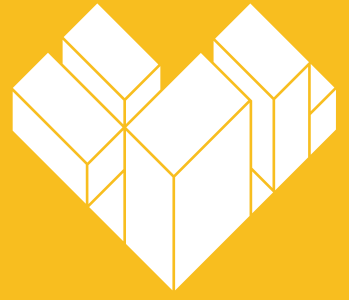




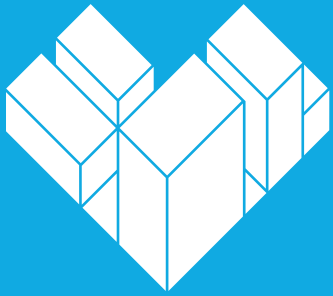
HEART
OF THE CITY™
AUCKLAND



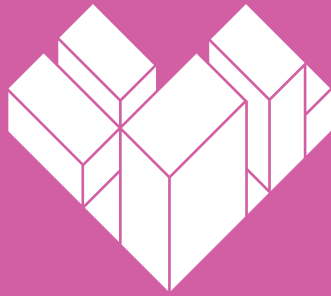
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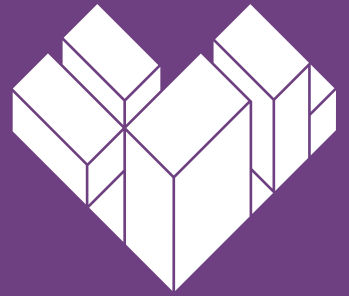
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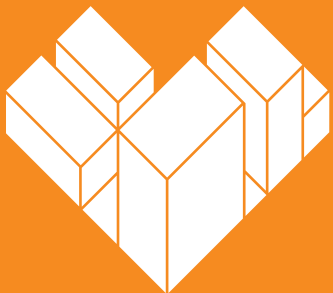
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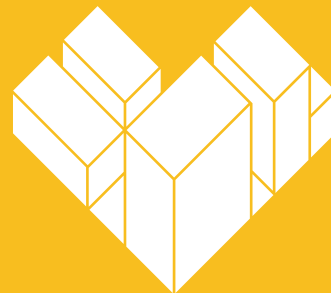
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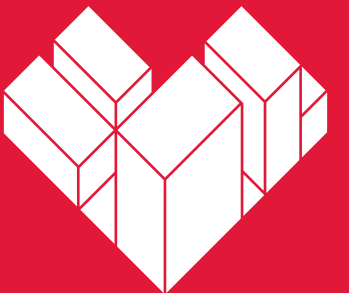
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OF THE CITY™
AUCKLAND



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OF THE CITY™
AUCKLAND





RAISING THE VOICE OF BUSINESS

HEART OF THE CITY REPRESENTS BUSINESS INTERESTS IN AUCKLAND'S CITY CENTRE AND PLAYS AN ACTIVE ROLE IN THE DEVELOPMENT OF THE CITY CENTRE AS A VIBRANT AND ACCESSIBLE PLACE TO DO BUSINESS.

ADVOCACY & ENGAGEMENT

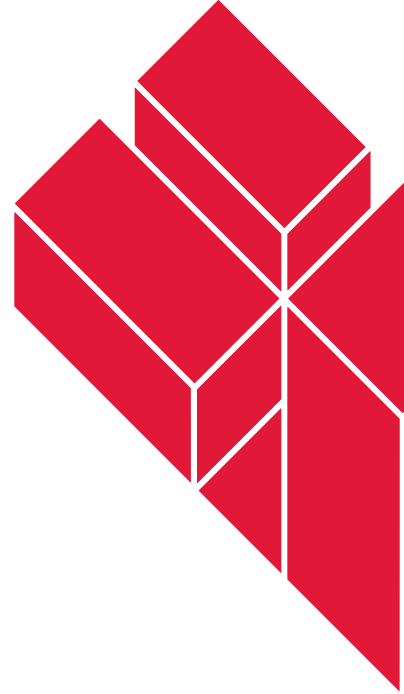
We are also a member of the Auckland City Centre Advisory Board, which advises Council on the allocation of City Centre Targeted Rate funding to projects designed to improve our public spaces.

Late last year we asked businesses what they are most concerned about for attention in the city centre. The key issues included: access in, out and around the CBD; mitigation of the impact of construction; begging and anti-social behaviour on city streets; safety; and city centre operations such as rubbish and cleaning. This report includes an update on our work in these areas.



FREYBERG PLACE

The business community is fundamental to the success of the High Street District and we lobbied to achieve results on key areas of concern with Council's proposed designs for refurbishing the square. These included the retention of shared access for vehicles, particularly in the absence of a wider plan for the district to ensure decisions are not made in isolation; and mitigating the impact of construction. After several public meetings and follow up with Council, results were achieved on both counts on behalf of businesses in the district. Construction is now underway on both the square and refurbishment of the Ellen Melville Centre, and is due for completion in May 2017.



CITY RAIL LINK

The City Rail Link will reap significant benefits for the city centre over time. However, we were concerned about the impact of early stage works, particularly on businesses in close proximity to construction. We raised issues with Auckland Transport and action was taken, for example improved hoardings and lighting in Victoria Street. We have sought to be involved earlier in these discussions so proactive mitigation can be agreed and the impact of construction reduced as this project progresses.

Targeted rate funding has been set aside to contribute to public realm works associated with both Albert Street (\$20m) and Lower Queen Street (\$10m).



HOMELESSNESS

We actively sought solutions to end homelessness on city streets and are pleased that social service providers have come together to support a sustainable solution that has been successful internationally – Housing First.

Action is also underway to improve emergency accommodation, with \$2m of city centre targeted rate funding committed to enhance emergency housing at James Liston Hostel. The aim is to transition about 240 people into permanent housing over the next two years through the hostel's Housing First model. We are delighted to see a sustainable solution in place and a collaborative approach to end homelessness in the foreseeable future.



ADVOCACY & ENGAGEMENT

BEGGING

We presented to Council's Regulatory and By-Laws Committee, urging Councillors to support an expeditious review of the by-law and for Council to take a more holistic approach to resolve and not just manage this complex issue.

We need solutions for people in genuine need as well as businesses affected by these issues in order to address negative perceptions and ensure locals and visitors can enjoy our city streets. This remains a priority for action.



UNITARY PLAN

Heart of the City has been an active participant in the debate since the draft Unitary Plan was released in 2012.

We appreciate that Auckland needs a platform for growth but we raised residual concerns about the importance of design quality and heritage protection in the city centre; as well as protecting against further reclamation in the harbour.

COUNCIL'S ANNUAL PLAN

We joined with the EMA and Property Council to oppose a proposal to change the Interim Transport Levy which we believed would unfairly shift cost to business one year into a three-year programme, in some cases by tens of thousands of dollars.

The result of the Annual Plan deliberations was that Council retained the status quo for the remaining two years.



SUBMISSIONS MADE

Auckland Council Annual Plan –
Interim Transport Levy

Electricity Authority – Consultation
Paper on Transmission Pricing
Methodology

City Rail Link – Aotea Station
Construction and Link to North
Auckland Line

Renaming lower Khartoum Place

VOICED SUPPORT FOR

St James Theatre restoration

A stadium close to the city centre

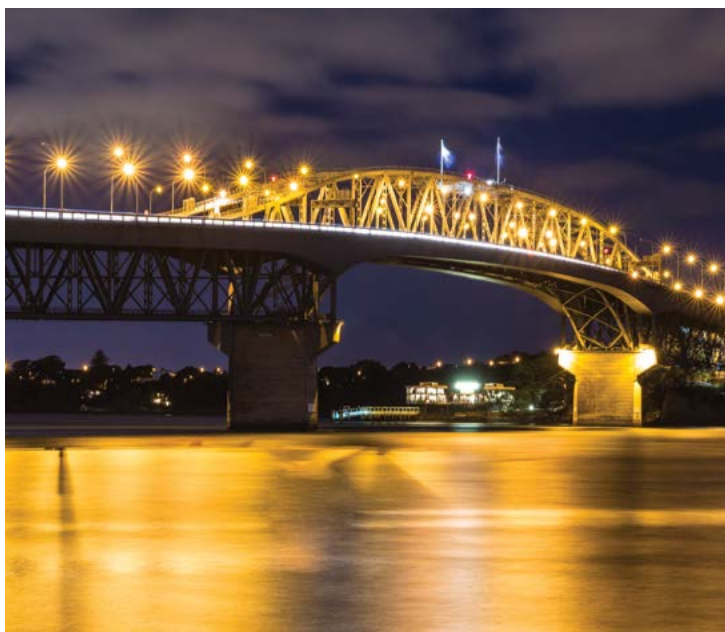
Developing Aotea Arts Precinct

Stronger police presence on city streets

Parking changes designed to increase
the availability of on-street parking
during the day

MEDIA

We continued to be active in the media this year across a wide variety of topics, from growth in the city centre, to mitigating the impact of construction; begging and anti-social behaviour; safety; transport and parking.



SKYPATH

Heart of the City has supported the SkyPath project through the Resource Consent process and this year we reconfirmed our support for its construction and operation. It will open up cycling and walking access between the North Shore and Auckland's city centre, bringing with it increased access to central city business. It will also create an iconic destination, which we believe will bring economic benefit to the region and provide a reason for visitors to stay longer in Auckland.





PROMOTING THE HEART OF THE CITY



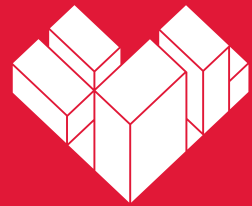
WE HAVE CONTINUED TO CHAMPION THE CONCENTRATED DIVERSITY OF THE CITY CENTRE ACROSS DINING, SHOPPING, EVENTS, ARTS AND CULTURE, BARS AND NIGHTLIFE AND ATTRACTIONS.

DESTINATION MARKETING AND EVENTS

We've built on the momentum of our strategy and evolved our campaigns to resonate with our audience and inspire people to visit and spend in the city centre. This year, we developed and launched the new Lovebites of the city platform, which has proven very successful and received a fantastic response since its roll out over winter.

Partnerships were strengthened with key agencies, sponsors and businesses to amplify our impact in market and create compelling content that lifts awareness, perceptions and motivations for the city. While the key brand metrics (right) remained stable year on year, we saw tangible benefits through increased visitation (pedestrian counts were up 10%) and spending in the heart of the city (up 14% amongst featured businesses).





BRAND METRICS

POST WINTER CAMPAIGN 2016

UNPROMPTED RECALL
OF HEART OF THE CITY
PROMOTIONS
VS 31% IN SEPT 2015

32%
SEPT 2016

PROMPTED
AWARENESS OF
HEART OF THE CITY
VS 77% IN SEPT 2015

76%
SEPT 2016

PERCEPTION OF THE
CITY AS 'ASPIRATIONAL,
CULTURED & VIBRANT'
VS 85% IN SEPT 2015

85%
SEPT 2016

MOTIVATION TO VISIT
THE CITY AS A RESULT OF
THESE PROMOTIONS
VS 75% IN SEPT 2015

74%
SEPT 2016



AN ENGAGED DIGITAL FOLLOWING

Response to Heart of the City's digital channels has grown from strength to strength again this year. Our website has had 2.2m user sessions in the last 12 months, of which 1.3m were unique visitors.

WEBSITE



TOTAL VISITS

2.2m

OCT 2015 – SEPT 2016

VS 1.6m OCT 2014 – SEPT 2015

+32%

UNIQUE VISITOR SESSIONS

1.3m

OCT 2015 – SEPT 2016

VS 1m OCT 2014 – SEPT 2015

+29%

PAGE VIEWS

4.4m

OCT 2015 – SEPT 2016

VS 3.7m OCT 2014 – SEPT 2015

+19%

One of our key strengths has been our engaged digital audience across a number of channels. Strong engagement is a key indicator of relevant and inspiring content and a compelling city offering.

FACEBOOK



Although Facebook continues to make changes to their algorithm, making it more challenging for branded content to be seen and instead prioritising content from family and friends - we have a loyal, sizable audience, who continue to engage and respond to our content and campaigns.

TOTAL FANS

SEPT 2016

145k

TOTAL ANNUAL ENGAGEMENT*

OCT 2015 – SEPT 2016

772k

PEOPLE TALKING ABOUT US* (COMMENTS, LIKES, SHARES)

OCT 2015 – SEPT 2016

262k

*Fuse Reporting

WHERE NEXT®



Downloads and usage of our WHERE NEXT® app exceeded expectations. This clever city guide encourages people to stay longer, do more and springboards ideas for their next visit. The next enhancement is to roll out our alerts feature to further increase regular use and performance.

TOTAL DOWNLOADS

51k

SESSIONS PER DAY

2.7k

MONTHLY SESSIONS

78k



THE ARTWEEK AUCKLAND EVENT ALLOWS US TO PROFILE THE CITY AS A KEY DESTINATION FOR ARTS AND CULTURE.

ARTWEEK 2015

We sponsor this popular Auckland art event in addition to delivering our own activations for the city centre to increase the offering. It also strengthens the perception of the city as a cosmopolitan destination and adds to its liveability appeal.

Anecdotal feedback and attendance at the event indicates that excitement and demand for such events is on the rise. The goal is to build a bigger and better Artweek year on year to position the city's arts offering, grow art tourism and enhance community cohesion.

60k

WEBSITE VISITS TO
ARTWEEK PAGES
41% OF TOTAL WEB TRAFFIC



UNLOCKED COLLECTIONS

A free guided tour through some of the city's finest corporate and institutional collections. Places were booked out within a few days of promotion.



WALKS OF ART

Free walking tours showcasing outdoor arts and urban spaces including three HeARTs of the City murals we had commissioned.



LATE NIGHT ART

The festival centrepiece was a one-night event that simultaneously activated sites from the Waterfront to Britomart and up to Aotea Square.



CHRISTMAS IS THE SINGLE BIGGEST OPPORTUNITY DURING THE YEAR TO INCREASE CONSUMER SPENDING.

CHRISTMAS 2015

Our objective is to drive gift shopping, visiting for Christmas events and attractions and dining for celebrations. The campaign ran for five weeks across street posters, online and radio.

The campaign performed well, with total spend in the heart of the city increasing by 13.3% over the five-week Christmas period. Christmas Eve and Boxing Day also fared exceptionally well, up 13.5% and 18.4% respectively on the prior year.

+13%

SPEND IN CITY CENTRE
OR \$27M[†]

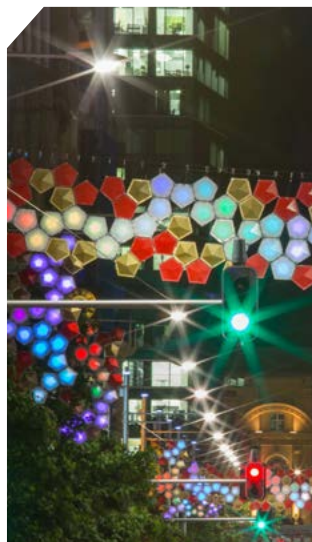
+4%

SPEND IN
COMPETITOR AREAS[†]

+78%

WEB VISITS
DURING
CAMPAIGN PERIOD

RESULTS COMPARED TO SAME PERIOD LAST YEAR



[†] Metrics results from Marketview Consumer Spend Report



WE SPONSORED BRITOMART FASHION SESSIONS, PROMOTED 100+ RETAIL OFFERS AND SUPPORTED THE DELIVERY OF MORE THAN 20 FASHION EVENTS ACROSS 10 DAYS.

FASHION IN THE CITY 2016

Fashion in the City made a comeback with appropriate style and excitement in February-March 2016. We harnessed the scope of media partnerships and the diversity of fashion retailers in the city to create our biggest fashion activation in Auckland.

We also raised New Zealand's longest catwalk on Queen Street for the second time. The 125m long catwalk closed off Auckland's major commercial thoroughfare to traffic and drew an estimated 4,000 people. The runway showcased 40 models and over 70 of the season's hottest runway looks.

The event delivered an estimated \$709,000 in PR media value mainly from TV One's Breakfast, Stuff live streaming and FQ.co.nz, in addition to the editorial coverage by media partner Viva.

Spending at participating retailers from Auckland cardholders increased by 28% compared to 2015 (when we had no media investment and saw a decrease in spending from Aucklanders of 14%).

+28%

PARTICIPANTS' SPEND ACROSS THE 10-DAY EVENT†

+5%

TOTAL HEART OF THE CITY SPEND†

+4%

SPEND IN COMPETITOR AREAS†

+20%

PEDESTRIAN COUNTS ON QUEEN STREET

+58%

WEB VISITS – 48% OF TOTAL WEB TRAFFIC TO FASHION PAGES

RESULTS COMPARED TO SAME PERIOD LAST YEAR



† Metrics results from Marketview Consumer Spend Report

THESE COVETABLE VIRGIN MARY SALT SPOONS ARE CUSTOM MADE BY A NEW ZEALAND DESIGNER ESPECIALLY FOR BADUZZI. WANT ONE FOR YOUR TABLE AT HOME? YOU CAN BUY THEM AT THE BAR TO TAKE AWAY.

WINTER CAMPAIGN: LOVEBITES 2016

The Lovebites campaign was developed to create a sense of intrigue and discovery about the city. We approached restaurants, retailers, institutions, venues and collected 'bite-sized' quirks about their business that were otherwise hidden.

50 Lovebites formed the spine of the campaign, from which a heavily integrated marketing approach was built. The editorial partnership with NZME was a critical component in extending the campaign's reach. The campaign's appeal was enhanced with 15-20 second videos of each Lovebite, which were released via social media, digital and cinema, with print developed for outdoor and press. We also ran some targeted activity to reach CBD workers and residents via Link buses (42 buses) and Tower TV which screens in the atriums of inner city tower blocks.

This campaign endeared Aucklanders to their city and enticed them into unravelling its mysteries, supporting businesses during the conventionally slow winter season.

+14%

PARTICIPANTS' SPEND DURING WINTER†

+4%

VS SPEND IN COMPETITOR AREAS†

+10%

PEDESTRIAN COUNTS

+25%

WEB VISITS DURING WINTER

685K

LOVEBITES VIDEO VIEWS

RESULTS COMPARED TO SAME PERIOD LAST YEAR



† Metrics results from Marketview Consumer Spend Report

DINING REMAINS THE TOP REASON FOR AUCKLANDERS TO VISIT THE CITY CENTRE.

RESTAURANT MONTH 2016: EAT ODD

Restaurant Month leverages this traditionally strong sector during the quieter winter period and we continued to leverage the successive support from ATEED, Viva and American Express.

Awareness of Restaurant Month is now solid with 72%* of Aucklanders having heard of the event. The campaign objective was therefore to get more people to book and dine during August. Last year, it was the unusual, quirky events that sold out first and received PR pick up. This insight helped shape the “Eat Odd” theme supported by interesting, less expected food photography. Many of the events sold out, with just a couple having tickets available right up until the night.

PARTICIPATING RESTAURANTS

101

WEB VISITS

+21%

PR MEDIA VALUE

\$1.5M

PARTICIPANTS' SPEND†

+6%

DURING THE
EVENT (1-31 AUG)

+11%

DURING THE
CAMPAIGN
(1 JULY-31 AUG)

TOTAL HOTC SPEND†

+8%

DURING THE
EVENT (1-31 AUG)

+11%

DURING THE
CAMPAIGN
(1 JULY-31 AUG)

VS SPEND IN COMPETITOR AREAS†

+3.6%

DURING THE
EVENT (1-31 AUG)

RESULTS COMPARED TO SAME PERIOD LAST YEAR



*Sept 2016 Nielsen, Aucklanders (Base 1,267)

† Metrics results from Marketview Consumer Spend Report

THE CENTRAL CITY IS A VIBRANT VISITOR DESTINATION WITH A FULL LINE UP OF FESTIVALS, PERFORMANCE, EVENTS AND ATTRACTIONS.

EVENT SPONSORSHIP

We continued to support city-based events through sponsorship and assistance. We focused on developing and supporting events that were unique to the central city and reflected the urban, edgy, innovative and sophisticated style that pervades the inner city. Events sponsorship allowed us to add another element of discovery, interest, and vibrancy to our key marketing pillars. More importantly, these enabled businesses to leverage off a healthy calendar of events throughout the year.

TIMELINE

NOVEMBER 2015	SANTA PARADE –The parade signals the start of the festive season & attracts over 250,000 people to the city centre every year.
MARCH 2016	THE AUCKLAND ARTS FESTIVAL
24 APRIL - 17 MAY 2016	THE INTERNATIONAL COMEDY FESTIVAL
10-15 MAY 2016	THE INTERNATIONAL WRITERS FESTIVAL
20-21 MAY 2016	WINETOPIA
14-31 JULY 2016	THE INTERNATIONAL FILM FESTIVAL







CITY CENTRE'S VITAL SIGNS

**“THE CITY CENTRE IS THE HUB OF AUCKLAND’S
ECONOMY WITH 1 IN 16 EMPLOYEES WORKING HERE
AND UP TO 16,000 EMPLOYEES PER SQUARE KM.”
– AUCKLAND TRANSPORT WEBSITE**

AUCKLAND’S CITY CENTRE

11,116 CITY CENTRE BUSINESSES

2014 Statistics New Zealand
Business Demographics

4,111 COMMERCIALY RATED PROPERTIES

Auckland Council

91,854 WORKERS

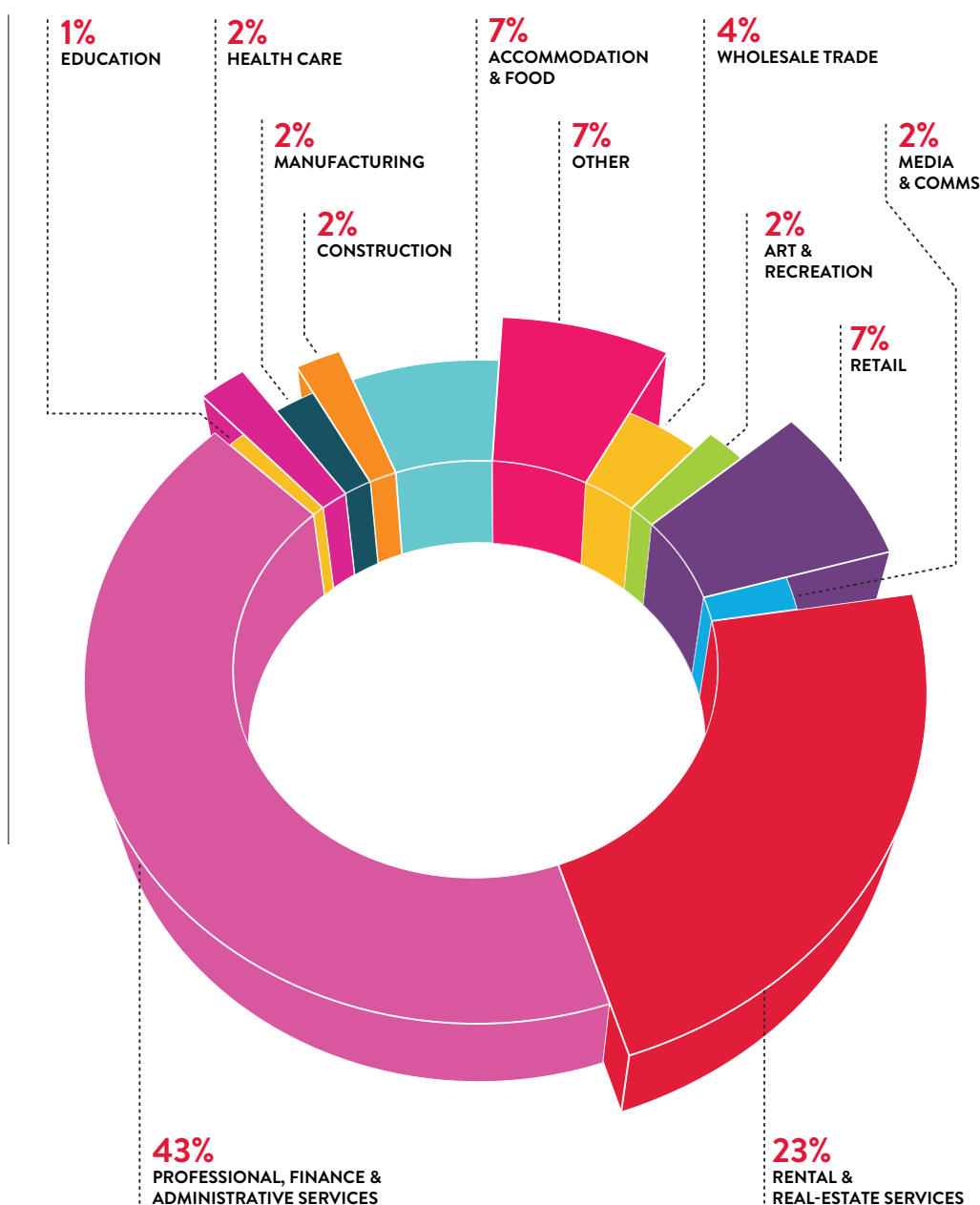
2014 Statistics New Zealand
Business Demographics

26,307 RESIDENTS

2013 Census

60,000 STUDENTS

2012 Statistics New Zealand



PERCEPTIONS OF THE CITY CENTRE

(Where agreement equals a rating of 6 – 10)

66% agreed that Auckland's city centre is exciting and vibrant

58% agreed it is a place they like to visit on the weekends

62% agreed that the city centre feels safe to them generally

64% agreed that the city centre is a place they are proud of

68% agreed that the city centre is the place they like to go for dining and eating out

70% agreed that the city centre is easy to get to

City Centre Perceptions Study – June 2016 Buzz Channel

DOING BUSINESS IN THE CITY CENTRE

TOTAL HEART OF THE CITY SPEND

+10%

OCT 2015-SEPT 2016

2016 Marketview Ltd

PRIME OFFICE VACANCY

1.9%

(20-YEAR AVERAGE AT 7.5%)

June 2016 Colliers International

PEDESTRIAN COUNTS

+12%

OCT 2015 - SEPT 2016

TOTAL HEART OF THE CITY TRANSACTIONS

+12%

OCT 2015-SEPT 2016

2016 Marketview Ltd

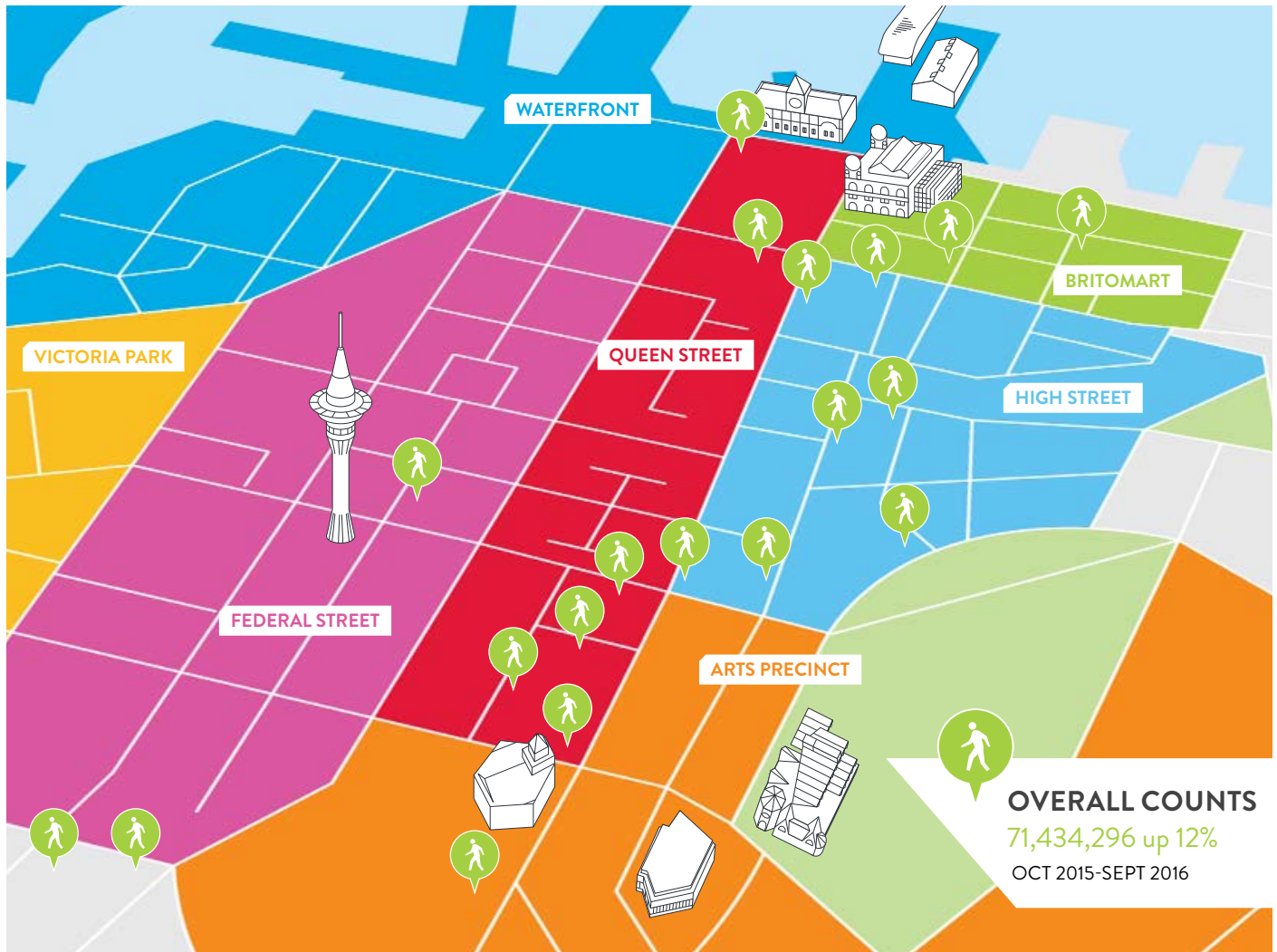
CBD RETAIL VACANCY

2.7%

(20-YEAR AVERAGE AT 4.6%)

June 2016 Colliers International

PEDESTRIAN ACTIVITY IS ONE OF THE INDICATORS OF A CITY'S APPEAL AND ACCESSIBILITY.



A TOOL FOR BUSINESS

We provide 19 pedestrian counters at key locations to measure the city centre's visitation performance. The system operates 24/7, is a privacy-protecting people counter and the data is readily available from our interactive website. It allows businesses and agencies to compare current and long-term trends in the city centre.

We use pedestrian counts to evaluate the success of our campaigns. The results are reviewed alongside other research insights, including spending information from Marketview to provide an overview of the 'health and vitality' of the city and its businesses.

Pedestrian footfall is also used to assess the impact of land and infrastructure development to business operations. We will continue to provide and use the system to shape our marketing and advocacy activities.



CITYWATCH IS A SECURITY PROGRAMME WE CO-FUND TO ENSURE THE ENFORCEMENT OF AUCKLAND'S PUBLIC NUISANCE AND SAFETY BYLAW IN THE CITY CENTRE.

CITYWATCH

Our support boosts the operational hours of the programme from 192 hours to 314 hours weekly in the summer.

The timing of additional enforcement strategically interplays with the influx of visitors from the cruise ship season, school holidays, and the myriad of events that occur simultaneously throughout the city. A stronger CityWatch presence means more call-outs are attended to during more hours of the day.

We will continue to invest in the city's safety to further improve the overall experience of visitors, workers, residents and the perception of the city centre.

